

MICHAEL FERRARI, PhD

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PROFESSIONAL EXPERIENCE

ATLAS RESEARCH INNOVATIONS New York, NY

Managing Partner, Principal & Founder 2010-present

- Atlas Research Innovations provides applied research, scientific analysis, and bespoke services to clients in the private and public sectors, government, and academia.
- Emphasis on applied science in commodities, climate, risk, agriculture, environment, energy, water, IoT, space, data ethics.

POINT 72 ASSET MANAGEMENT New York, NY

Director, Market Intelligence 06/2017-12/2018

- Research and strategy at the confluence of Data Science and Market Intelligence towards the development of novel investment ideas, leveraging alternative data.
- Core member of team creating a data center of expertise at Point72, using science, analytics and machine learning to lead the next wave in financial services.

IBM, THE WEATHER COMPANY New York, NY

Head of Data Science/Watson Advertising 03/2016-06/2017

- Leader of the Data Science team at TWC/IBM, focusing on media, IoT and new verticals as part of the Watson Advertising business unit.
- Data Science evangelist, connecting research stemming from the IBM ecosystem with the external research and technology communities.
- Built data science team from inception, increasing headcount from 2 to 26, spanning global geographic locations.
- Fostered applied science research and commercial collaborations with IBM Global Research and IBM Watson communities.
- Key member in developing IBM STEM re-entry program, geared towards increasing diversity in science and engineering fields.
- Frequent speaker at global Data Science & Technology conferences on behalf of IBM.

AWHERE, Inc. Broomfield, CO

Vice President, Commodity Risk Analytics 01/2015-02/2016

- Member of Executive Leadership Team for aWhere's commercial vertical, expanding revenue generation into the global commodity, supply chain and financial services sectors.
- Built team of Data Scientists, economists and business analysts, responsible for product creation (B2B), research and market entry.
- Senior Climate Scientist and Biophysicist, serving as scientific lead for all research and commercial activities; emphasis on applied science and quantitative analytics.
- International business development, primarily Southeast Asia and South America
- Liaise with scientists at partner universities/organizations including NCAR/UCAR, IRI and AMS.

THE COCA-COLA TRADING COMPANY Atlanta, GA**Director, Global Commodity Risk Management** 10/2012 – 01/2015

- Director of commodity research and risk management for all raw materials and commodity exposures throughout the Coca-Cola global supply chain.
- Saved TCCC procurement in excess of 10% vs. plan each year for three consecutive years.
- Developed and executed hedging strategies across all liquid raw material commodity categories.
- Member of Global Sustainable Procurement (GSP) team; bridging internal stakeholders and suppliers towards data/technology-driven sustainability and risk management solutions.
- Created Data Science Center of Expertise within global supply chain procurement function.
- External technology evaluations for potential partnerships and acquisitions.
- Core member of TCCC Risk Management committee: financial derivatives, global macro strategy, physicals, futures, options, OTC, swaps, structuring, FX.

COMPUTER SCIENCES CORPORATION Greenbelt, MD**Director, Climate Informatics & Principal Data Scientist** 07/2011-10/2012

- Directed CSC company-wide R&D efforts in Informatics/Big Data domains.
- Chief scientist on applied climate modeling and informatics initiatives between CSC and the NASA Goddard Space Flight Center.
- Architect for Climate Data as a Service (CDaaS) monetization model.
- Primary executive responsible for research and business development efforts for CSC/NASA Data Services partnership.
- Frequent conference speaker on behalf of CSC: Climate, Commodities, Data Science.

WEATHER TRENDS INTERNATIONAL Bethlehem, PA**Vice President, Applied Technology & Commodity Research** 01/2007-07/2011

- Senior corporate officer, developing and executing short and long term goals for growth, market position and strategic vision in global commodities sector.
- Managed PnL with revenues exceeding \$1MM per year; B2B syndicated subscription model.
- Launched profitable ad-based B2C personal weather service (WT360).
- Primary author/market commentator for global macro/commodity publications.
- Managed JV/partnership efforts with global commercial agriculture/energy interests.
- External contributing subject matter expert: Bloomberg, O'Reilly Radar, CNBC.
- Fostered partnerships with academic institutions and other commercial organizations.
- Frequent conference speaker on behalf of WTI: Climate, Agriculture, Risk, Data Science.

MARS, Inc. Hackettstown, NJ**Senior Commodity Scientist/Trader (Ags/ Softs/Energy)** 08/2001-01/2007

- Directed Catalyst, the Mars global applied research team. Catalyst provided the global business units in-house research in climate, biophysical, fundamental commodity and global macroeconomic topics.
- Authored white papers focusing on commodity risk, data mining and algorithm development. Developed research methodologies for event-driven price risk management, climate/crop forecasting, and optimization strategies to support Mars' global commercial activities.
- Created trading tools, and market/economic analyses for several commodities including sugar, energy, grains/oilseeds, dairy, coffee and cocoa.
- Member of Mars' corporate sustainability and risk 'think-tank' regarding issues or events posing threats to raw material sourcing and/or business operations.
- Coordinated vision for long term research program in conjunction with the Smithsonian Sustainable Tree Crops Initiative.
- Frequent speaker at global Agriculture and Sustainability conferences on behalf of Mars.

BAYER CHEMICALS Mount Holly, NJ**Senior Environmental/Chemical Engineer** 02/2000-08/2001

- Project manager & business analyst for facility operations.
- Coordinated efficiency studies focusing on supply chain/life-cycle analysis.
- Energy market analysis and strategy, re: fuel procurement.
- Permitting & reporting of all facility environmental parameters (SARA, HAPS, TITLE V, CEMS, P3, FLOWMOD, MACT/BACT, etc.).

KIMBERLY-CLARK Corp Chester, PA**Senior Engineer** 08/1996-02/2000

- Project manager & business analyst for facility operations.
- Coordinated efficiency studies focusing on supply chain/life-cycle analysis.
- Energy market analysis and strategy, re: fuel procurement.
- Permitting & reporting of all facility environmental parameters (SARA, HAPS, TITLE V, CEMS, P3, FLOWMOD, MACT/BACT, etc.).
- Developed and implemented energy hedging strategies (coal, heating oil, natural gas) for cogeneration facility.
- Certified in handling of hazardous chemicals (HAZWOPER).

BLACK & VEATCH Philadelphia, PA**Senior Geophysicist** 05/1994-12/1995

- Led field expeditions (and subsequent laboratory analyses) of geophysical investigations.
- Field and laboratory work included datalogging, report generation, wet-lab studies, and public presentation of results at technical and town-hall meetings.
- Hazardous site characterization and remediation through borehole geophysics and surface/groundwater investigations.
- Gas Chromatography & Mass Spectrometer operation.

EDUCATION

NASA/RUTGERS & GFDL/PRINCETON

New York, NY & Princeton, NJ

Post-Doctoral Research in Applied Mathematics & Computational Fluid Dynamics

RUTGERS, New Brunswick, NJ

PhD, Dual major: Geophysical Fluid Dynamics/ Environmental Biophysical Modeling

MSc, Environmental/Bioresource Systems Sciences & Engineering

WEST CHESTER, West Chester, PA

BS, Economics

Varsity Ice Hockey

EXTERNAL APPOINTMENTS

FutureMap, Partner, 2018-present

UNIVERSITY OF PENNSYLVANIA, Wharton IGEL Faculty Advisory Board, 2016-present

UNIVERSITY OF PENNSYLVANIA, Graduate Faculty Member/Arts & Sciences, 2016-present

MIT MEDIA LAB, Affiliate Scientist/Advisor, 2016-present

SAMASOURCE, Advisor, 2017-present

NATIONAL CENTER FOR ATMOSPHERIC RESEARCH, Affiliate Scientist, 2016-present

AWHERE, Inc, Executive Advisor, 2016-2017

AMERICAN METEOROLOGICAL SOCIETY, 2011 – present

- Board on Global Strategies, 2016-present

- Board on Societal Impacts, 2011-2014

WEATHER TRENDS INTERNATIONAL, Advisory Board, 2011 – 2013

INDIE BIO, Mentor, 2014-present

TECHNICAL COMPETENCIES

Statistical Analysis: R, SAS, SPSS, XL_Stat, Statistica

Modeling: STELLA, FORTRAN

Geospatial Applications: ERDAS, ArcInfo, ENVI, QGIS, Gephi

Database/Datamining: SQL, Access, KnowledgeSeeker

TECHNICAL PAPERS/TALKS/etc.

* Full CV including Publication & Speaking List, Media Appearances, Guest Contributor, Awards, etc. available upon request. Descriptions can be found at: www.atlasresearchinnovations.com